

AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims, in which claims 1-7 and 13-28 are canceled without prejudice or disclaimer, and claims 29-54 are newly presented.

1. – 28. (Canceled)

29. (New) A method of messaging, comprising:

generating an advertisement capcode that is separate from a programmed capcode of a paging unit, wherein the advertisement capcode is selectively assigned to the paging unit; and designating an advertisement script for transmission to the paging unit if the paging unit has been assigned the advertisement code.

30. (New) A method according to claim 29, further comprising:

storing the advertisement capcode in a central database;
programming the paging unit with the advertisement capcode;
correlating the advertisement capcode stored in the central database with the programmed capcode into the paging unit; and
transmitting the advertisement script to the paging unit based upon the correlation.

31. (New) A method according to claim 29, further comprising:

transmitting a message along with the advertisement script to the paging unit.

32. (New) A method according to claim 29, further comprising:

crediting a subscriber account associated with the paging unit based on usage of the advertisement capcode.

33. (New) A method according to claim 29, wherein the advertisement capcode is assigned to a plurality of paging units including the paging unit.

34. (New) A method according to claim 29, further comprising:
unassigning the advertisement capcode from the paging unit.

35. (New) A method according to claim 29, wherein the advertisement capcode is assigned based on a marketing criteria.

36. (New) A method according to claim 29, further comprising:
receiving the advertisement script from an entity different from a provider of service for the paging unit.

37. (New) A method for communicating within a paging network, the method comprising:
storing, in memory, an advertisement capcode for receiving an advertisement script, wherein the advertisement capcode is separate from a programmed capcode designated for receiving messages, the advertisement script being retrieved based on the advertisement capcode.

38. (New) A method according to claim 37, wherein the advertisement capcode is maintained in a central database by a service provider, the advertisement capcode being correlated with the programmed capcode.

39. (New) A method according to claim 37, further comprising:
receiving the advertisement script with a message, wherein the advertisement script precedes
the message.
40. (New) A method according to claim 37, wherein a credit is earned by a subscriber of the
paging network if the advertisement capcode is utilized.
41. (New) A method according to claim 37, further comprising:
removing the advertisement capcode from the memory.
42. (New) A method according to claim 37, wherein the advertisement capcode is assigned
based on a marketing criteria including characteristics of a subscriber corresponding to the
programmed capcode.
43. (New) A method according to claim 37, wherein the advertisement script is created by
an entity different from a provider of the paging network.
44. (New) An apparatus of communicating within a paging network, the apparatus
comprising:
a memory configured to store an advertisement capcode for receiving an advertisement script,
wherein the advertisement capcode is separate from a programmed capcode designated
for receiving messages, the advertisement script being retrieved based on the
advertisement capcode.

45. (New) An apparatus according to claim 44, wherein the advertisement capcode is maintained in a central database by a service provider, the advertisement capcode being correlated with the programmed capcode.

46. (New) An apparatus according to claim 44, further comprising:

an interface configured to receive the advertisement script with a message, wherein the advertisement script precedes the message.

47. (New) An apparatus according to claim 44, wherein a credit is earned by a subscriber of the paging network if the advertisement capcode is utilized.

48. (New) An apparatus according to claim 44, wherein the advertisement capcode is removed from the memory.

49. (New) An apparatus according to claim 44, wherein the advertisement capcode is assigned based on a marketing criteria including characteristics of a subscriber corresponding to the programmed capcode.

50. (New) An apparatus according to claim 44, wherein the advertisement script is created by an entity different from a provider of the paging network.

51. (New) A method for providing a paging service, the method comprising:

receiving an advertisement script from a third party;

determining which one or more paging units is to receive the advertisement script based on a criteria;

transmitting the advertisement script to the one paging unit; and
crediting an account associated with the one paging unit.

52. (New) A method according to claim 51, wherein the one paging unit is programmed with a plurality of capcodes, wherein one of the capcodes is designated for use to receive the advertisement script.

53. (New) A method according to claim 51, wherein the advertisement script is replayed by the one paging unit as a voice signal.

54. (New) A method according to claim 51, wherein the advertisement script includes wording of an advertisement and a date and time of when to broadcast the advertisement.